



## **Understanding Buyer Behaviour**

Presented by School of Marketing,  
The University of New South Wales  
In collaboration with  
The Australian Marketing Institute

**Autumn 2002**

**CONTACT DETAILS:**

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Class Time/room:	Tues 6-9 pm Thurs 6-9pm

**INTRODUCTION:**

Welcome to Understanding Buyer Behaviour, a professional level educational program presented by The School of Marketing, UNSW in collaboration with The Australian Marketing Institute. This program is designed for marketing practitioners who are keen to maintain and enhance their understanding of customers and how their behaviour is likely to impact on marketing strategy.

Buyer behaviour is a broad field that studies how individuals, families, groups, and business organisations acquire, consume and dispose of goods, services, ideas and experiences. Its concepts and theories are of interest to business managers, government regulators and non-profit organisations as well as everyday consumers.

Non-profit businesses use knowledge of consumer behaviour to develop mutually beneficial exchanges with their constituencies. For commercial organisations, knowledge of consumer behaviour has important implications for environmental analysis, product positioning, segmentation of the marketplace and design of the marketing mix. Understanding the material taught in this program will have numerous beneficial effects on your future careers in business or specifically marketing.

**COURSE AIMS:**

- To offer frameworks, concepts and models for analysing market participants;
- To offer ways of thinking about buyer-seller relationships; and
- To encourage consideration of both highly analytical and more holistic

approaches to buyer behaviour.

**TEXT:**

Schiffman, Bednall, Cowley, O’Cass, Watson and Kanuk (2001),  
Consumer Behaviour, 2<sup>nd</sup> edition, Pearson Education Australia.

**SEMINAR OVERVIEW:**

Seminar No	Dates Tues/Thursdays	Seminar Content	Seminar Leaders
1 Tue	14/5	A Consumer Orientation: What is the link to effective marketing strategy?	Marylouise Caldwell
2 Thur	16/5	Sense-making And Learning: How can we impact upon what consumers know?	Marylouise Caldwell
3 Tue	21/5	Memory Processes: How can we make consumers remember messages?	Michael Ryan
4 Thur	23/5	Attitudes: How can we persuade consumers to buy products?	Marylouise Caldwell
5 Tue	28/5	Customer Satisfaction: How can we manage experience, value and relationships?	Michael Edwardson
6 Thur	30/5	Communication and Persuasion: How can we create successful promotions? • Mini-presentations	Marylouise Caldwell
7 Tue	4/6	TBA	Michael Ryan
8 Thur	6/6	Decision-Making: How can we influence customers’ choices? • Mini-presentations	Marylouise Caldwell

**ASSESSMENT:**

Assessment Task	Marks	Additional Information
Mini-Presentation	20	In-class presentation – final two Thursdays To be handed in Friday, 28th June, School of Marketing, Assignment box next to Room 324. Please clearly mark: "Understanding Buyer Behaviour – Professional Marketing Course."
Assignment	50	
Class Participation	<u>30</u>	Participation in class discussions, based on pre-set exercises and exercises set in class.
<b>Total</b>	<b>100</b>	

### **Mini-Presentations (Worth 20%)**

The mini-presentations will be executed in groups of 3-4 people. They are 20 minutes long. The presentation should cover a consumer behaviour problem faced by a group member during the course of their work. The aim of the presentation is to identify the problem, analyse it using consumer behaviour theory and generate a range of marketing solutions. The presentation will form the basis for the term assignment.

### **Assignment (Worth 50%)**

Students should undertake a similar exercise as in the mini-presentation but this time in written form. They are to prepare a report in which they identify a consumer behaviour problem, analyse it using theory drawn from their text and journal articles and use information derived from interviews with eight consumers to support, expand upon or refute the literature. Implications for the planning of your marketing program are then to be outlined: namely product, place, price and promotion etc. The assignment is to be undertaken in groups of 3-4.

### **Tasks (and subheadings) associated with the assignment are as follows:**

- Introduction – Why is this topic important with respect to understanding your chosen target market.
- Target Market: A brief description of the target market, the associated product/s and typical buying situation/s.
- Relevant Buyer Behaviour: An in-depth explanation of the theoretical aspects of buyer behaviour you intend to investigate.
- Sample: Profiles of each of the consumers you interviewed eg. age, gender.
- Summary findings from your interviews.
- Implications for the marketing program
- Bibliography (no limit)
- Word Limit: 3,000-3,500 words with no plagiarism. Ask a seminar leader if you don't understand what this means.
- Referencing: For style, see Journal of Consumer Research

- Bibliography: “ “
- Professional style presentation – typed, graphics, well laid out, 12 font, 1.5 spacing.
- Pictures and graphics would be appreciated
- Late submissions penalised @ 10% per day.

### **Class Participation (Worth 30%).**

This will involve class discussions based on exercises set by seminar leaders during class and the pre-set exercises below. Students should prepare the questions below prior to class as they will form a foundation for in class discussion.

### **Pre-set In-class exercises**

NB: Subject matter concerns material covered in previous lecture.

#### **Class 1: No pre-set exercises.**

#### **Class 2: Consumer Orientation: What is the link with effective marketing strategy?**

- You have just been appointed the marketing manager for Fox Studios, Sydney and its shopping, cinema, restaurant and venue precinct. Your task is to significantly increase patronage. What would you need to know about consumer behaviour to accomplish this goal? Make a list of these factors and choose which are the most important, explaining why. How would this be reflected in your marketing activities?

#### **Class 3: Sense-making and Learning: How can we impact upon what consumers know?**

- You are the marketing manager of a new hip energy drink targeted at 18-25 year old nightclub goers. You need to implement comprehensive two-year promotional program to encourage first time trial, repeat purchase and brand loyalty. Explain how you could use an understanding of the

principles of information processing, learning and memory to achieve these goals. Remember to address activities such as creating brand awareness, stimulus discrimination, shaping behaviour and maintaining positive affective responses to the brand over time.

**Class 4: Memory Processes: How can we make consumers remember our messages?**

- You are the marketing manager of a successful line of fashion sunglasses sold through up-market department stores and boutiques. For many years you have promoted your product through print ad's in up-market fashion magazines, billboards at railway stations and product placement in mainstream movies. Your task is to reposition the brand to appeal to a younger age group. Explain how an understanding of involvement, perception and memory processes would assist you in the design of the market research program that will form the basis of your promotional campaign.

**Class 5: Attitudes: How can we persuade consumers to buy products?**

- Changing consumer attitudes and behaviour can be challenging. Explain how an understanding of attitude and information processing theory could assist you in creating a promotional campaign likely to create more positive attitudes toward "not taking heroin" amongst consumers aged 12-18 years.

**Class 6:**

- Mini-Presentations

**Class 7: Communication and Persuasion: How can we create successful promotions?**

- Your boss has suggested that you use a celebrity endorser in your upcoming campaign, but you are not sure if this is a good idea. You decide to prepare a report explaining the advantages and disadvantages of using celebrity endorsers. In this report you also describe two instances: (a) one in which a celebrity endorser would be an effective source of communication with an audience and, (b) another in which a celebrity endorser would be far less effective or even a waste of the company's resources.

**Class 8:**

- Mini-presentations